

KELLI THOMERSON

Content Strategist & Writer | Digital Marketing | UGC Creator

Address: Hurst, Texas
Phone: 817-907-8304
Email: kdtcreative@yahoo.com
LinkedIn: www.linkedin.com/in/kellithomerson/

SUMMARY

Versatile content strategist and writer with 15+ years of experience creating compelling narratives that drive measurable results. Proven expertise in copywriting, social media management, UGC creation, and digital content strategy for cultural institutions, brands, and small businesses.

WORK EXPERIENCE

Freelance Content Strategist, Writer & Editor | KDT Creative Jan 2025 - Present

Content producer specializing in cultural institutions, nonprofits, design firms, and brands. Services include writing, editing, and digital content development.

- Write and edit website content, interpretive exhibit text, and marketing materials
- Develop content strategies for digital platforms and social media campaigns
- Create UGC and branded content optimized for audience engagement

Curator of Collections | City of Roanoke Visitors Center & Museum, Roanoke, TX June 2014 - Present

Combine curatorial expertise with digital strategy and content marketing to expand organizational reach and visitor engagement.

Digital Content & Marketing Achievements:

- Elevated social media presence: 39% increase in engagement, 43% reach growth, 34% follower growth
- Spearheaded digitization of archival materials, creating accessible online content attracting hundreds of monthly visits
- Designed interactive historical walking tour generating 1,500+ quarterly website views
- Implemented strategic communication initiatives that grew visitor attendance 72%
- Achieved 4.8 Google rating through enhanced customer communication and service excellence
- Create and manage comprehensive social media calendar and content across all platforms

Grants & Collections:

- Secured \$25,000 IMLS grant for program expansion and accessibility initiatives
- Manage artifacts, archives, and exhibits throughout museum and city locations

Historic Heritage Writer (Volunteer) | Various Cemetery Associations

June 2021 - Present

Research and author successful applications for Texas Historical Commission cemetery markers, supporting historical preservation and local heritage recognition.

- Historic cemetery designation for Rose Hill Cemetery, Blooming Grove, Texas
- Historic cemetery designation and Texas Historic Marker confirmation for White Church Cemetery, Blooming Grove, Texas

Curator | International Bowling Museum & Hall of Fame, Arlington, TX Oct 2010 - May 2013

- Directed successful development of satellite museum in Reno, Nevada, expanding national brand visibility and access to collections
- Collaborated with stakeholders to create interpretive content for diverse audiences
- Managed collections and designed engaging exhibits

Managing Editor | TravelHost Magazine, Dallas, TX Feb - Dec 2009

- Managed editorial calendar and brand stylebook for two dozen magazine franchises across North and South America
- Maintained editorial standards and consistency across international publications
- Position eliminated due to organizational restructuring

Managing Editor | American Airlines Publishing, Fort Worth, TX 1997 - 2000

- Served as managing editor for Southwest Airlines' *Spirit* magazine
- Controlled editorial calendar and supervised fact-checking team
- Performed final blueline checks ensuring publication quality
- Left position for family commitments and graduate education

EDUCATION

Master of Arts (MA), History | Southern Methodist University, Dallas 2005 -2010

Bachelor of Arts (BA), Journalism | Texas A&M University

CORE COMPETENCIES

Content & Writing: Copywriting • Content Strategy • UGC Creation • Interpretive Writing • Technical Writing • Editorial Management • SEO Content • Storytelling

Digital Marketing: Social Media Management • Social Media Strategy • Digital Content Development • Community Engagement • Brand Voice Development

Technical Skills: Adobe Creative Suite • Canva • Claude AI • ChatGPT • Stable Diffusion • Content Management Software • Google Suite • AP & Chicago Style

CERTIFICATIONS

LinkedIn Learning:

- Building an Integrated Online Marketing Plan
- SEO Foundation
- Marketing Tools for Social Media
- Content Creation: Strategy and Tools
- Marketing Strategy: SEO Content Writing
- Decision Intelligence
- Effective Communication
- Business Writing Principles

GoSkills Leadership Training:

- Finance for Non-Financial Professionals
- Marketing
- Press Releases